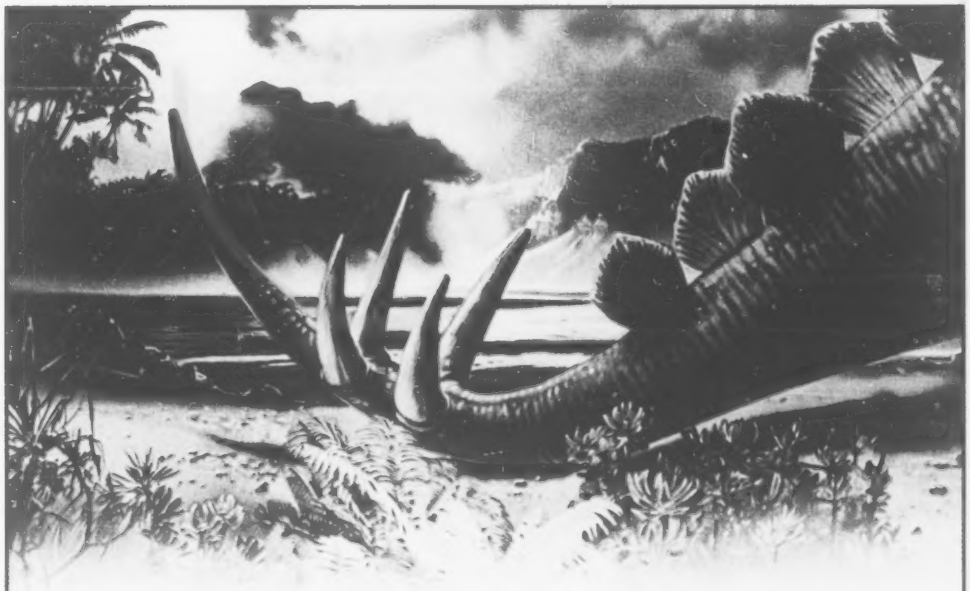
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 26

C1750-1
1/28/87



The newest idea in children's programming is 100 million years old.

DINOSAUCERS™

Created by Michael E. Uslan
Executive Producers: Benjamin Melniker and Michael E. Uslan
Animated by DIC Enterprises
An RCA Video Production in association with Coca-Cola Telecommunications

65 half-hours available Fall 1987.

Coca-Cola TELECOMMUNICATIONS

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56th Year 1987
NATPE 87

Vol. 112 No. 4

Broadcasting Jan 26

NATPE packs them in
Patrick to be named FCC chairman
Kerkorian, 14 MSO's buy piece of TBS

NATPE KEYNOTE □ Coca-Cola's Vincent previews television's bright future and discusses possibilities in syndication-financial interest area. **PAGE 35.**

COMPENSATION CONUNDRUM □ NBC alters co-op plan, effectively increasing compensation to affiliates; ABC and affiliates compromise on proposed cut. **PAGE 36.**

SLOW START □ Program syndicators at NATPE find the early going rough for new product as stations seem to be sticking with proved ratings performers. **PAGE 38.**

CAT BIRD SEAT □ White House apparently will name FCC Commissioner Dennis Patrick to chair commission, filling slot of departing Chairman Mark Fowler. **PAGE 41.**

AIDS DEFENSE □ Two television stations, KRON-TV San Francisco and WRTV(TV) Indianapolis, to accept condom advertising. **PAGE 41.**

BUYING IN □ Kirk Kerkorian, 14 MSO's take 35% stake in Turner Broadcasting amounting to $550 million. **PAGE 42.**

YEAREND NUMBERS □ Although network radio sales were off in December, full-year 1986 figures were up 16% over 1985, to $380,024,808. **PAGE 48.**

GOING SHOPPING □ Home Shopping Network buys C.O.M.B., operator of Cable Value Network, in deal estimated at $650 million. HSN also contracts to buy Baltimore Federal, a savings and loan institution, for $40 million. **PAGE 49.**

BEHIND THE NUMBERS □ Details on MCA's writedown of syndicated programing costs are further defined. **PAGE 50.**

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RATE STRUCTURE □ Associated Press announces new simplified formula for rates to be based on market rank and FCC class. **PAGE 53.**

INTV VERSION □ Association of Independent Television Stations asks FCC to expedite its reconsideration of must-carry rules. **PAGE 54.**

AMERIKA SQUAWK □ United Nations retains former presidential adviser Ted Sorenson to urge ABC to modify portions of its *Amerika* mini-series. **PAGE 55.**

REP RUNDOWN □ Katz, Blair, HRP and Petry present to clients their views of new batch of syndicated programing. **PAGE 56.**

BACK ON TOP □ NBC wins week 17 of the prime time season. **PAGE 58.**

BEHIND THE SCENES □ CNN President Burt Reinhardt speaks softly, but has helped carry that 24-hour news network into the big time in news delivery. **PAGE 79.**

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sis. The price, he said, will be "extremely reasonable."

HRP advised stations against checkerboarding sitcoms because different programs on different nights make it difficult to promote. Also, McCarthy said, having so many sitcoms does not pay economically.

Even strips such as *Honeymoon Hotel*, which stations aired for a week earlier this month on a pilot basis, are having trouble. Judging from the ratings the show generated, McCarthy said, "it probably will not go forward."

The best route for stations to take, McCarthy said, is to acquire "one or two" of the sitcoms that will appear on the NBC-owned stations access checkerboard schedule this fall. The sitcoms are *Out of This World* (MCA-TV), *We've Got It Made* (MGM/UA), *You Can't Take It With You* (LBS Communications), *Suddenly Sheriff* (Lorimar) and *Marblehead Manor* (Paramount).

HRP also concentrated on magazine and talk shows in its presentation to affiliates.

For stations in markets where *Donahue* and *The Oprah Winfrey Show* go head to head, McCarthy said the talk show that nearly always turns out on top has the better lead-in.

Entertainment Tonight, meanwhile, is suffering with its rating and shares down from a year ago. Demographics are also hurting. "While the program continues to perform adequately on strong affiliates in medium sized markets, its weakened condition in the major markets could signal the beginning of the end," the HRP report stated. Paramount will bring *ET* back for another year, "but beyond that nothing is certain," according to the report.

Blair Television

Blair Television, in its client review before NATPE, reviewed 1986's programing trends, discussed this year's offerings and examined future trends.

Lloyd Komesar, Blair's associate program director, cited three dominant programing trends in 1986: the proliferation of first-run sitcoms; *Donahue* and *Oprah* in early fringe and the extended court-show block. First-run sitcoms, Komesar noted, were the "rage" at last year's NATPE and are "still a hot topic on the eve of this year's convention." Nevertheless, he stressed that stations should be careful when scheduling first-run sitcoms. Checkerboards, he said, doesn't always work. "One show might develop into a winner, but is it worth the cost of losing audience the other four nights?" Komesar asked. "And as a programing form in and of itself, sitcom checkerboarding to this point has just not worked," he added. Komesar advised his audience not to use the method, unless "you've talked to us about the compo-

NBC wins prime time and news

NBC took the prime time week ended Jan. 18, the 17th of the season, by a healthy margin of 3.2 rating points, and also managed to win the evening news race, but only by the slimmest of leads, one-tenth of a rating point. The prime time race ended with NBC getting a 19.1 rating 29 share over CBS's 15.9/24 and ABC's 13.9/21. The evening news numbers had NBC pulling a 13.1/22 to CBS's 13.0/22 and ABC's 10.8/18. Last year the numbers for prime time during week 17 were: NBC 18.4/28, CBS 17.9/27 and ABC 13.8/21. For evening news last year, the tally was: CBS on top with a 13.8 rating, NBC next with a 13.1, and ABC with a 12.3.

The HUT (homes using television) level stood at 65.4%, dead even with last year's same 65.4%. In straight numbers, however, that percentage translates into 57.2 million homes for the week, one million homes above last year's 56.2 million.

The season-to-date standings as of week 17, are, this year, NBC 17.9/29, CBS 16.0/25 and ABC 14.1/22. Last year's week 17 standings were NBC 17.7/27, CBS 17.0/26 and ABC 15.1/24.

NBC finished with six of the week's top 10 shows. ***Cosby, Family Ties*** and ***Cheers*** finished in their familiar one, two and three positions. CBS took fourth and tied for sixth with ***Murder, She Wrote*** and ***60 Minutes***, respectively. ***Night Court*** on NBC placed fifth while the same network's ***Golden Girls*** tied with CBS for sixth. Eighth was NBC's ***Sunday Night Movie, Blood Vows: The Story of a Mafia Wife***, which pulled a 24.8/37. CBS's final offering on the ***CBS Sunday Movie, Warm Hearts, Cold Feet***, pulled a 15.1/22.

NBC took four nights this week, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday, leaving CBS with Sunday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.6/55
2.	Family Ties	NBC	36.0/53
3.	Cheers	NBC	30.3/45
4.	Murder, She Wrote	CBS	27.7/39
5.	Night Court	NBC	26.6/39
6.	Golden Girls	NBC	25.0/40
7.	60 Minutes	CBS	25.0/39
8.	NBC Sunday Night Movie	NBC	24.8/37
9.	Growing Pains	ABC	24.0/35
10.	Who's the Boss?	ABC	23.4/33
11.	Moonlighting	ABC	22.1/32
12.	Newhart	CBS	21.5/31
13.	Ameri	NBC	20.5/33
14.	Miami Vice	NBC	20.3/32
15.	227	NBC	20.2/32
16.	Matlock	NBC	19.8/28
17.	Highway to Heaven	NBC	19.7/30
18.	My Sister Sam	CBS	19.0/27
19.	Knots Landing	CBS	18.9/31
20.	NBC Monday Night Movies	NBC	18.8/29
21.	Kate & Allie	CBS	18.6/27
22.	Dynasty	ABC	18.5/27
23.	ALF	NBC	18.1/30
24.	L.A. Law	NBC	17.8/29
25.	Facts of Life	NBC	17.3/29
26.	CBS Tuesday Movie	CBS	17.1/25
27.	Ravenaughs	CBS	16.9/25
28.	Head of the Class	ABC	16.7/25
29.	CBS Special Movie	CBS	16.4/27
30.	Knight	NBC	16.4/26
31.	MacGyver	ABC	16.1/23
32.	Hunter	NBC	16.0/28
33.	Perfect Strangers	ABC	15.7/24
34.	Equalizer	CBS	15.4/26
35.	Hill Street Blues	NBC	15.4/22
36.	Charlie Brown Special	CBS	15.2/24
37.	Jack & Mike	ABC	15.1/24
38.	CBS Sunday Movie	CBS	15.1/22
39.	Valerie	NBC	14.9/21
40.	Crime Story	NBC	14.8/25
41.	Magnum PI.	CBS	14.8/22
42.	Gimme a Break	NBC	14.6/23
43.	Amazing Stories	NBC	14.6/21
44.	Hotel	ABC	14.3/24
45.	Garfield Special	CBS	14.3/23
46.	Cagney & Lacey	CBS	14.3/23
47.	ABC News Special	ABC	14.0/23
48.	ABC Sunday Night Movie	ABC	13.8/20
49.	St. Elsewhere	NBC	13.7/23
50.	Webster	ABC	13.5/22
51.	Simon & Simon	CBS	13.4/19
52.	Mr. Belvedere	ABC	13.3/21
53.	Easy Street	NBC	13.3/19
54.	Spitting Image	NBC	13.2/20
55.	Our House	NBC	13.2/19
56.	Outlaws	CBS	13.0/21
56.	20/20	ABC	12.9/21
58.	Disney Sunday Movie	ABC	12.8/18
59.	Ohara	ABC	12.7/20
60.	ABC Monday Night Movie	ABC	12.4/19
61.	Starman	ABC	12.1/21
62.	Sidekicks	ABC	12.0/20
63.	Colbys	ABC	12.0/17
64.	CBS Saturday Movie	CBS	11.5/19
65.	Spenser: For Hire	ABC	11.3/20
66.	Sledge Hammer	ABC	11.0/18
67.	Gungho	ABC	9.6/16
68.	Shell Game	CBS	8.9/13
69.	My Dissident Mom	CBS	8.6/13
70.	Dads	ABC	8.3/13
71.	Our World	ABC	6.9/10

*indicates premiere episode

Texas AM/FM
$750,000 terms

Southwestern Group Medium Markets
$9 million each

Southwestern Group Class C FMS
$12 million cash

Texas Major Market AM
$1.5 million terms

Midwest College Town Class C FM
$2.3 million cash

NF&A
Norman Fischer & Associates, Inc.
Media Brokerage Appraisals
Management Consultants
1209 Parkway Austin, Texas 78703 (512) 476-9457

change TL. Action Dec. 30.

■ WGVM (1260 khz) Greenville, Miss.—Granted app. to make changes in ant. sys. Action Jan. 8.

■ KREL (1280 khz) Henderson, Nev.—Dismissed app. to change SL. Action Jan. 9.

■ WHCU (870 khz) Ithaca, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 8.

■ KWSK (1330 khz) Wishek, N.D.—Granted app. to add night service with 5 kw; increase day power to 5 kw and make changes in ant. sys. Action Jan. 7.

■ KOHU (1360 khz) Hermiston, Ore.—Granted app. to increase day power to 4.3 kw. Action Jan. 6.

■ WBFD (1310 khz) Bedford, Pa.—Granted app. to make changes in ant. sys. Action Jan. 8.

■ KDXX (920 khz) El Paso—Granted app. change TL and to make changes in ant. sys. Action Dec. 29.

■ KANN (1090 khz) Ogden, Utah—Dismissed app. to move SL. Action Jan. 7.

FM's

■ KFXX (92.1 mhz) Green Valley, Ariz.—Granted app. to change TL; change ERP to 1.83 kw and change HAAT to 406.7 ft. Action Jan. 8.

■ KTYD (99.9 mhz) Santa Barbara, Calif.—Granted app. to change HAAT to 1,279.2 ft. and make changes in ant. sys. Action Jan. 13.

■ KBCO-FM (97.3 mhz) Boulder, Colo.—Dismissed app. to use formerly authorized main facilities as auxiliary with 25 kw. Action Dec. 31.

■ *WYFB (90.5 mhz) Gainesville, Fla.—Granted app. to change TL and make changes in ant. sys. Action Jan. 12.

■ WLRW (94.5 mhz) Champaign, Ill.—Granted app. to change ERP to 50 kw. Action Jan. 12.

■ WKNZ (101.7 mhz) Collins, Miss.—Dismissed app. to change SL. Action Jan. 5.

■ KLVV (105.7 mhz) Pahrump, Nev.—Granted app. to change TL; change HAAT to 3,715.25 ft. and make changes in ant. sys. Action Jan. 6.

■ *WCMX (88.9 mhz) West Long Branch, N.J.—Dismissed app. to change freq. to 89.3 mhz; change ERP to 1.5 kw and change HAAT to 339.5 ft. Action Jan. 9.

■ KPSA-FM (92.7 mhz) La Luz, N.M.—Granted app. to change HAAT to minus 215 ft. Action Jan. 6.

■ WSCP-FM (107.1 mhz) Pulaski, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 6.

■ WCKN-FM (101.1 mhz) Anderson, N.C.—Granted app. to make changes in ant. sys. Action Jan. 12.

■ WHKY-FM (102.9 mhz) Hickory, N.C.—Granted app. to change TL; change ERP to 31 kw and change HAAT to 1,535 ft. Action Jan. 6.

■ WCMN-FM (107.3 mhz) Arecibo, P.R.—Granted app. to change TL; change ERP to 50 kw and change HAAT to 1,026.6 ft. Action Jan. 13.

■ WAZU (103.9 mhz) Springfield, Ohio—Granted app. to change TL and change HAAT to 492 ft. Action Jan. 8.

■ New FM (103.1 mhz) Pittsburg, Tex.—Granted app. to change TL and change HAAT to 328 ft. Action Jan. 12.

Call Letters

Applications

Call	Sought by
New FM's	
WARF-FM	Radio South Inc., Cordova, Ala.
WWKY	Northland Communications, Atlanta, Mich.
WDON	Ray-Mar Broadcasting Co., Geneva, Ohio
Existing AM's	
KLAV	KEZD Wagenvoard Advertising Group Inc.[1] Las Vegas
KNOW	KLNX KLN Inc., Lufkin, Tex.

Grants

Call	Sought by
New AM's	
WVNJ	Rama Communications, Oakland, N.J.
WKAO	Hanahan Associates, Hanahan, S.C.
New FM's	
KRFR	American Media Education Network, Redding, Calif.
KZZT	FM 105 Inc., Moberly, Mo.
KJUL	Debra D. Carrigan, Las Vegas
KJAS	Jasper County Broadcasting Co., Jasper, Tex.
WFFC	Ferrum College, Ferrum, Va.
KGHP	Peninsula School Radio, Gig Harbor, Wash.
WCLQ	Christian Life Communications Inc., Wausau, Wis.
Exisiting AM's	
KOBG	KCBR Valley Broadcasting Co., Wasilla, Alaska
WHLV	WGTB Horizon Broadcast Communications Inc., Hattiesburg, Miss.
WKYL	WLAU WB, Halloway, Laurel, Miss.
WDIG	WLIT Frederick Staffilino, Steubenville, Ohio
KAKC	KBBJ Clear Channel Communications Inc., Tulsa, Okla.
KVIX	KMJK 107 Ltd., Lake Oswego, Ore.
Existing FM's	
KXDX	KFNC Bobby Caldwell, Stuttgart, Ark.
KQNG	KIPO-FM John Hutton Corp., Lihue, Hawaii
WPZZ	WGAQ Franklin Broadcasting Co., Franklin, Ind.
WLIT-FM	WZXI Beasley Broadcasting of Charlotte, Inc., Gastonia, N.C.
WMMY-FM	WYRL City Broadcasting Co., Reading, Pa.
WTCX	WLCY Dayton Broadcasting Co., Dayton, Tenn.
KSAQ	KSJL-FM Inner City Broadcasting of San Antonio Inc., San Antonio, Tex.
WSTE	WSTT Palm Beach Group Broadcasting Co., Charlotte Amalie, V.I.
WYFT	WQAA Bible Broadcasting Network Inc., Luray, Va.
Existing TV's	
WEHS	WPWR-TV Silver King Broadcasting of Illinois Inc., Aurora, Ill.
WPWR-TV	WCAE Channel 50 TV Corp., Gary, Ind.

$35,000,000

HBI Acquisition Corp.

has sold

KIHS-TV, Channel 46,
Ontario (Los Angeles), California

to

Silver King Broadcasting
of Southern California, Inc.
a subsidiary of
Home Shopping Network

The undersigned initiated this transaction and assisted in the negotiations.

THE MONTCALM CORPORATION
Seattle, Washington

December, 1986

Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses